

ABSTRACT

Title: Proposal and implementation of communication plan for charity Auction of ice-hockey jerseys and other original items

Objectives: The aim of the thesis is to propose a project of the charity Auction of ice-hockey jerseys and the other original items with focus on the proposal, analysis and evaluation of efficiency of the communication plan.

Methods: The whole thesis is designed as a case study. The efficiency of the communication plan is measured on a visits of microsite created for this project and also on a visits of the individual auctions. The yield of the auction is also an indicator of the efficiency.

The project and also the implementation of communication activities were held from 7. 5. to 17. 5. 2012, and in the same time the monitoring of attendance was under way. Some indicators are compared to the period before the project started.

Results: We found what communication tools were suitable for such a project, what tools were useless, if the timing of communication actions were right or wrong. Based on “behaviour” of the audience we proposed some options for developing of this project. The results of the measurement prove that although the total attendance was positive, the yield of the auction was under the expected level.

Key words: Marketing communication, communication mix, public relations, project management, corporate social responsibility (CSR), charity.

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